This listing of claims will replace all prior
versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A machine-implemented method
2 comprising:
3   a) accepting search query information including a
4   word;
5   b) determining one or more words related to the word
6   included in the accepted search query;
7   c) generating an item request including
8   i)   the word included in the accepted search
9   query, and
10   ii) the one or more words determined to be
11   related to the word included in the accepted
12   search query;
13   d) retrieving items using the item request, each of
14   the items having an associated performance value which
15   is a function of at least one of (A) a selection rate
16   associated with the item and (B) a conversion rate
17   associated with the item;
18   e) applying the performance value of each of the
19   retrieved items to a minimum performance threshold to
20   generate a set of filtered items, wherein the
21   performance value of any item items retrieved on the
22   basis of the one or more words determined to be
23   related to the word included in the accepted search
24   query is applied to a higher minimum performance
25   threshold than the minimum performance threshold used
26   for the performance value of any item items retrieved
27   on the basis of the word included in the accepted
28   search query; and

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29   f) sending at least some of the filtered items
.30   towards a client device for rendering.

1   Claim 2 (currently amended):   The machine-implemented
2   method of claim 1 wherein the act of applying the
3   performance value of each of the retrieved items to a
4   minimum performance threshold includes adjusting the
5   minimum performance threshold for any items retrieved on
6   the basis of the one or more words determined to be related
7   to the word included in the accepted search query.

1   Claim 3 (currently amended):   The machine-implemented
2   method of claim 2 wherein the act of adjusting the minimum
3   performance threshold includes multiplying a first
4   performance threshold by a multiplier that is greater than
5   one.

1   Claim 4 (previously presented):   The machine-implemented
2   method of claim 3 further comprising:
3   g) updating the multiplier using performance
4   information.

1   Claim 5 (previously presented):   The machine-implemented
2   method of claim 4 wherein the items are ads.

1   Claim 6 (previously presented):   The machine-implemented
2. method of claim 5 wherein the performance information
3   includes ad selection information.

1   Claim 7 (previously presented):   The machine-implemented
2   method of claim 5 wherein the performance information
3   includes ad conversion information.

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1 Claim 8 (currently amended):   A machine-implemented
2 method comprising:
3   a) accepting search query information;
4   b) determining relevant items using the search query
5   information and item targeting information, wherein
6   the act of determining each relevant item includes
7   associating the items with a confidence measure, and
8   wherein each of the items has an associated
9   performance value which is a function of at least one
10   of (A) a selection rate associated with the item and
11   (B) a conversion rate associated with the item;
12   c) applying the performance value of each of the
13   relevant items to a minimum performance threshold to
14   generate a set of filtered items, wherein for a given
15   item, the minimum performance threshold is a function
16   of the confidence measure associated with the
17   determination of relevance of the item; and
18   d) sending at least some of the filtered items
19   towards a client device for rendering.

1 Claim 9 (currently amended): The machine-implemented
2 method of claim 8 wherein the minimum performance threshold
3 increases as the confidence measure decreases.

1 Claim 10 (currently amended): The machine-implemented
2 method of claim 8 wherein the minimum performance threshold
3 decreases as the confidence measure increases.

1 Claim 11 (currently amended): The machine-implemented
2 method of claim 9 wherein the item is an ad and wherein the

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3 minimum performance threshold is ~~an~~ a minimum ad selection
4 rate threshold value.

1 Claim 12 (currently amended): The machine-implemented
2 method of claim 10 wherein the item is an ad and wherein
3 the minimum performance threshold is ~~an~~ a minimum ad
4 selection rate threshold value.

1 Claim 13 (currently amended): The machine-implemented
2 method of claim 9 wherein the item is an ad and wherein the
3 minimum performance threshold is ~~an~~ a minimum ad conversion
4 rate threshold value.

1 Claim 14 (currently amended): The machine-implemented
2 method of claim 10 wherein the item is an ad and wherein
3 the minimum performance threshold is ~~an~~ a minimum ad
4 conversion rate threshold value.

1 Claim 15 (previously presented): The machine-implemented
2 method of claim 8 wherein the act of determining relevant
3 items uses the search query information, item targeting
4 information, and at least one match function, and wherein
5 the confidence measure is determined based on the at least
6 one match function used in the act of determining relevant
7 items.

1 Claim 16 (currently amended): The machine-implemented
2 method of claim 15 wherein the minimum performance
3 threshold increases as the confidence measure decreases.

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1   Claim 17 (currently amended): The machine-implemented
2   method of claim 15 wherein the <u>minimum</u> performance
3   threshold decreases as the confidence measure increases.

1   Claim 18 (currently amended): The machine-implemented
2   method of claim 16 wherein the item is an ad and wherein
3   the <u>minimum</u> performance threshold is ~~an~~ a <u>minimum</u> ad
4   selection rate threshold value.

1   Claim 19 (currently amended): The machine-implemented
2   method of claim 17 wherein the item is an ad and wherein
3   the <u>minimum</u> performance threshold is ~~an~~ a <u>minimum</u> ad
4   selection rate threshold value.

1   Claim 20 (currently amended): The machine-implemented
2   method of claim 16 wherein the item is an ad and wherein
3   the <u>minimum</u> performance threshold is ~~an~~ a <u>minimum</u> ad
4   conversion rate threshold value.

1   Claim 21 (currently amended): The machine-implemented
2   method of claim 17 wherein the item is an ad and wherein
3   the <u>minimum</u> performance threshold is ~~an~~ a <u>minimum</u> ad
4   conversion rate threshold value.

1   Claim 22 (currently amended): Apparatus comprising:
2   a)   an input for accepting search query information
3   including a word;
4   b)   means for determining one or more words related to
5   the word included in the accepted search query;
6   c)   means for generating an item request including
7   i)   the word included in the accepted search
8   query, and

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9   ii)   the one or more words determined to be

10   related to the word included in the accepted

11   search query;

12   d)   means for retrieving items using the item request,

13   each of the items having an associated performance

14   value which is a function of at least one of (A) a

15   selection rate associated with the item and (B) a

16   conversion rate associated with the item;

17   e)   means for applying the performance value of each

18   of the retrieved items to a minimum performance

19   threshold to generate a set of filtered items, wherein

20   the performance value of any item ~~items~~ retrieved on

21   the basis of the one or more words determined to be

22   related to the word included in the accepted search

23   query is applied to a higher minimum performance

24   threshold than the minimum performance threshold used

25   for the performance value of any item ~~items~~ retrieved

26   on the basis of the word included in the accepted

27   search query; and

28   f)   means for sending at least some of the filtered

29   items towards a client device for rendering.

1   Claim 23 (currently amended): The apparatus of claim 22

2   wherein the means for applying the performance value of

3   each of the retrieved items to a minimum performance

4   threshold include means for adjusting the minimum

5   performance threshold for any items retrieved on the basis

6   of the one or more words determined to be related to the

7   word included in the accepted search query.

1   Claim 24 (currently amended): The apparatus of claim 23

2   wherein the means for adjusting the minimum performance

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3 threshold include means for multiplying a first performance
4 threshold by a multiplier that is greater than one.

1 Claim 25 (previously presented): The apparatus of claim 24
2 further comprising:
3   g) means for updating the multiplier using
4   performance information.

1 Claim 26 (original): The apparatus of claim 25 wherein the
2 items are ads.

1 Claim 27 (original): The apparatus of claim 26 wherein the
2 performance information includes ad selection information.

1 Claim 28 (original): The apparatus of claim 26 wherein the
2 performance information includes ad conversion information.

1 Claim 29 (currently amended): Apparatus comprising:
2   a) an input for accepting search query information;
3   b) means for determining relevant items using the
4   search query information and item targeting
5   information and for associating the items with a
6   confidence measure, wherein each of the items has an
7   associated performance value which is a function of at
8   least one of (A) a selection rate associated with the
9   item and (B) a conversion rate associated with the
10   item;
11   c) means for applying the performance value of each
12   of the relevant items to a minimum performance
13   threshold to generate a set of filtered items, wherein
14   for a given item, the minimum performance threshold is

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15   a function of the confidence measure associated with

16   the determination of relevance of the item; and

17   d) means for sending at least some of the filtered

18   items towards a client device for rendering.

1 Claim 30 (currently amended): The apparatus of claim 29

2 wherein the <u>minimum</u> performance threshold increases as the

3 confidence measure decreases.

1 Claim 31 (currently amended): The apparatus of claim 29

2 wherein the <u>minimum</u> performance threshold decreases as the

3 confidence measure increases.

1 Claim 32 (currently amended): The apparatus of claim 30

2 wherein the item is an ad and wherein the <u>minimum</u>

3 performance threshold is ~~an~~ <u>a minimum</u> ad selection rate

4 threshold value.

1 Claim 33 (currently amended): The apparatus of claim 31

2 wherein the item is an ad and wherein the <u>minimum</u>

3 performance threshold is ~~an~~ <u>a minimum</u> ad selection rate

4 threshold value.

1 Claim 34 (currently amended): The apparatus of claim 30

2 wherein the item is an ad and wherein the <u>minimum</u>

3 performance threshold is ~~an~~ <u>a minimum</u> ad conversion rate

4 threshold value.

1 Claim 35 (currently amended): The apparatus of claim 31

2 wherein the item is an ad and wherein the <u>minimum</u>

3. performance threshold is ~~an~~ <u>a minimum</u> ad conversion rate

4 threshold value.

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1 Claim 36 (original): The apparatus of claim 29 wherein the
2 means for determining relevant items use the search query
3 information, item targeting information, and at least one
4 match function, and wherein the confidence measure is
5 determined based on the at least one match function used by
6 the means for determining relevant items.

1 Claim 37 (currently amended): The apparatus of claim 36
2 wherein the <u>minimum</u> performance threshold increases as the
3 confidence measure decreases.

1 Claim 38 (currently amended): The apparatus of claim 36
2 wherein the <u>minimum</u> performance threshold decreases as the
3 confidence measure increases.

1 Claim 39 (currently amended): The apparatus of claim 37
2 wherein the item is an ad and wherein the <u>minimum</u>
3 performance threshold is ~~an~~ <u>a minimum</u> ad selection rate
4 threshold value.

1 Claim 40 (currently amended): The apparatus of claim 38
2 wherein the item is an ad and wherein the <u>minimum</u>
3 performance threshold is ~~an~~ <u>a minimum</u> ad selection rate
4 threshold value.

1 Claim 41 (currently amended): The apparatus of claim 37
2 wherein the item is an ad and wherein the <u>minimum</u>
3 performance threshold is ~~an~~ <u>a minimum</u> ad conversion rate
4 threshold value.

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1 Claim 42 (currently amended): The apparatus of claim 38

2 wherein the item is an ad and wherein the <u>minimum</u>

3 performance threshold is ~~an~~ <u>a minimum</u> ad conversion rate

4 threshold value.

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